Exhibitor Informational Packet

What is the Tennessee Business Matchmaking program?
Tennessee Business Matchmaking is a series of business-to-business matchmaking conferences offered by the Tennessee Department of Economic and Community Development. Its purpose is to match small and diversity businesses with federal, state, and local government agencies and large corporations that have actual contract opportunities. The goal is to stimulate jobs and growth for Tennessee's small business. Tennessee Business Matchmaking will host a matchmaking conference in each of the three regions of Tennessee. Each event will attract approximately three hundred small business owners and one hundred buying agents. In addition to matchmaking opportunities, business owners will have access to expert small business advisors in training sessions and the exhibitor hall.

Who is Tennessee Business Matchmaking for?
The program is specifically tailored to existing small businesses and small manufacturers that are prepared for the challenges of doing business with government agencies and large corporations.

How many appointments can a participant expect?
On average, each participating small business will have 3-5 appointments. There are opportunities to obtain more appointments on-site with special last minute availability and many businesses get upwards of 10 appointments by pursuing these opportunities the day of the event.

What is the agenda for the Tennessee Business Matchmaking Regional Events?

7:00-9 a.m.	Registration & Continental Breakfast
8:00-8:45 a.m.	Opening Plenary Session

- Welcome and Opening Remarks
- How-To Introduction to Business Matchmaking

9-9:45 a.m.	Training Sessions *(concurrent)*

- Center for Industrial Services, University of Tennessee
- Export Tennessee, Trade Roots

10-12 Noon	Buyer/Seller Scheduled One-on-One Procurement Meetings Exhibitor Displays
12 Noon-1 p.m.	Buffet Lunch
1:30-5:00pm	Buyer/Seller Scheduled One-on-One Procurement Meetings Exhibitor Displays Training Sessions *(concurrent)*

- Center for Industrial Services, University of Tennessee
- Export Tennessee, Trade Roots

What is the format for the Business Matchmaking meetings?
Scheduled buyer and seller meetings are fifteen (15) minutes in length with a five-minute break in between to allow buyers and sellers to move to their next appointment. Here is a suggested way to break down each fifteen minute meeting:

- 2 minutes – Introduce your company and give a brief company overview
- 3 minutes – Describe your products or services
- 3 minutes – Describe your past performance and successes achieved
- 5 minutes – Interact with the buyer and learn more about opportunities and next steps

How does the Business Matchmaking process work?
The Department of Economic and Community Development has established an online matchmaking program that allows a small business, or "seller," to register for each matchmaking event. During registration, "sellers" provide product and service codes that are used to match them with procurement representatives that are looking to buy their product or service. Once a match is made, the matchmaking system generates an appointment for the small business and procurement representative. All appointment setting for each regional event occurs in the weeks before each event.

How do you match buyers and sellers?
Utilizing the United Nations Standard Products and Services Code® (UNSPSC®), small businesses are able to highlight their products and services. The matchmaking system then uses the codes as the basis of determining what buying organizations these small businesses appropriately match with in order to set appointments. It is the responsibility of each small business to correctly enter their product and service codes prior to each event.

Will participating companies get government or corporate contracts during the regional events?
The Tennessee Business Matchmaking Program doesn't guarantee contracts because of the nature of the formal bidding process between buyers and suppliers. However, these events create opportunities for small businesses to hold personal, one-on-one meetings with potential clients that would have taken weeks or months to schedule on their own.

How is a small business defined?
The SBA's standards define whether a business entity is small and thus, eligible for federal government programs and preferences reserved for "small business" concerns. Size standards have been established for all for-profit economic activities, or industries, in the North American Industry Classification System (NAICS). For complete details, visit http://www.sba.gov/size.

TENNESSEE BUSINESS MATCHMAKING

Exhibitor Registration Form

1. Primary Contact Information

Company Information

Company Name*: _____

DBA Name (if different): _____

Mailing Address 1*: _____

Mailing Address 2: _____

City*: _____

County*: _____

State*: _____

Zip Code*: _____

Phone Number*: _____

Fax Number: _____

Website: _____

Company Representative (who will be attending matchmaking event)

First Name*: _____

Last Name *: _____

Title: _____

Phone Number*: _____

Email*: _____

Fax: _____

Is your Company registered as a Buyer at the East Tennessee Matchmaking Event?*
Yes _____ No _____

2. Reservation Information*

Reservation Period: January 1 - March 1, 2006

Payment Period: March 1-March 31, 2006

Amount: $100.00

Exhibitors can reserve space at the Business Matchmaking Conference by completing this application and faxing it to 615-532-8715. Instructions for submitting payment through an online secure payment system will be emailed to the contact person listed on this form on or before March 1, 2006. Payment must be received during the period March 1- March 31, 2006. Any reservation that does not provide payment during this period can be subject to cancellation without notice.

Note: There are a limited number of exhibitor booths. They will be sold on a first-come, first-serve basis.

Payment Information:
Credit or debit card payment is the only accepted payment method for local and federal government and corporations. State Government agencies may issue a journal voucher by contacting Michelle C. Proctor at (615) 741-8914 or at Michelle.Proctor@state.tn.us.

Refunds & Cancellations:
Registration fees are non-refundable. An alternate or substitute attendee can be arranged by submitting a request in writing via fax or email to Michelle C. Proctor at Michelle.Proctor@state.tn.us or fax: 615-532-8715 no later than March 30, 2006.

Special Accommodations:
Reasonable accommodations for individuals who qualify under the Americans with Disabilities Act are available upon request. For people with special accommodations, please contact Michelle C. Proctor at Michelle.Proctor@state.tn.us or by calling 1-800-872-7201 by March 31, 2006.

Confirmation Policy:
The registration will not be confirmed until full payment has been received. Incomplete registration forms will not be processed and a confirmation number will not be issued. Do not submit a duplicate registration as a follow-up to an already submitted registration. Refunds may not be guaranteed for duplicate registrations.

* denotes required fields

Booth Dimensions: Booths are six feet long with two chairs and skirting.

Identifying Your United Nation Product and/or Service Code
A Guide

Search Directions:

1. Go to http://www.unspsc.org

2. Click on "Search the Code" at the top of the page

3. Enter a product or service description in the "Search Title" box

Tip: Use "%" as a wild card. For example, entering "%Clamp%" will return all codes containing the word "clamp". From there you can determine specific clamps that may pertain to your business. (Note: enter "%Clamp%" without the quotation marks in the actual search).

What is the UNSPSC?

The United Nations Standard Products and Services Code is a hierarchical convention that is used to classify all products and services. It is the most efficient, accurate and flexible classification system available today for achieving company-wide visibility of spend analysis, enabling procurement to deliver on cost-effectiveness demands and allowing full exploitation of electronic commerce capabilities. The UNSPSC was jointly developed by the United Nations Development Programme (UNDP) and Dun & Bradstreet Corporation (D & B) in 1998.

How does UNSPSC work?

The UNSPSC is a hierarchical classification with five levels. These levels allow analysis by drilling down or rolling up to analyze expenditures. Each level in the hierarchy has its own unique number.

XX Segment - The logical aggregation of families for analytical purposes

    XX Family - A commonly recognized group of inter-related commodity categories

        XX Class - A group of commodities sharing common characteristics

            XX Commodity- A group of substitutable products or services

                XX Business Function - The function performed by an organization in support of the commodity

All UNSPSC entities are further identified with an 8-digit structured numeric code which both indicates its location in the taxonomy and uniquely classifies it. An additional 2-digit suffix indicates the business function identifier.

A structural view of the code set would look as follows:

(*example*) Hierarchy Category Number & Name

Segment 43 - Information Technology Broadcasting and Telecommunications Communications Devices and Accessories

    Family 20 - Components for information technology or broadcasting or telecommunications Computer Equipment and Accessories

        Class 15 - Computers Computer accessories

            Commodity 01 - Computer switch boxes Docking stations

            Business Function 14 Retail

How do I find a product or service in the code?

The easiest way to find the codes that you are searching for is to do a search of the codeset. Go to: http://www.unspsc.org/ and Click on "Search the Code" at the top of the page. We suggest entering a description in the "Search Title" box. It can be a partial description; use "%" as a wild card. For example, entering "%Clamp%" will return all codes containing the word "clamp". From there you can determine specific clamps that may pertain to your business.

Sometimes a commodity may not be found because:
- Different phrases are used in different regions. For example, the term "cooling exchanger" is the same commodity as a "heat exchanger"; "allen wrenches" are the same commodity as a "hex key".
- The item may be described by what it is rather than how it is used.
- The code is only searchable in English (this will soon change)

Source: http://www.unspsc.org/FAQs.asp, December 28, 2005

FOR IMMEDIATE RELEASE
JANUARY 5, 2006

Contact: K. Dawn Rutledge Jones
Office: 615.532.1910
Cell: 615.351.8481
E-mail: **dawn.rutledgejones@state.tn.us**

Tennessee Business Matchmaking To Stimulate Small Business Growth In 2006
ECD's BERO Planning Regional Business Matchmaking Conferences

NASHVILLE – The newly-created Tennessee Business Matchmaking Program will begin visiting all regions of the state in 2006, pairing small businesses, including small manufacturers, with government agencies, corporations and large manufacturers that have potential contract opportunities.

The first conference is slated for April 20, 7:30 a.m.-5 p.m. in the Tri-Cities area at the Centre at Millennium Park in Johnson City, Tenn., with events to follow in West and Middle Tennessee in the summer. The Tennessee Department of Economic and Community Development's (ECD) Business Enterprise Resource Office (BERO) is organizing and hosting the series of regional business matchmaking conferences in partnership with the Tennessee Valley Authority (TVA).

"We believe these regional matchmaking conferences will help to stimulate jobs and growth for Tennessee's small businesses," said ECD Commissioner Matthew Kisber. "The matchmaking program provides unique opportunities for small businesses to meet with government agencies and large corporations in a way not previously possible on such a large-scale basis. While the program doesn't guarantee contracts, because of the nature of the formal bidding process between buyers and suppliers, it does create opportunities for small businesses to hold personal, one-on-one meetings with potential clients that might have taken some weeks or even months to schedule on their own."

Tennessee Business Matchmaking is modeled after the Small Business Administration's (SBA) Business Matchmaking event held in Nashville last March. About 800 small businesses and 200 buyers from government agencies and large corporations participated in the one-day event, which generated $2.5 million in contracts for participating Tennessee small businesses.

ECD's BERO provides technical, financial and management information assistance to small, minority and women-owned businesses and will oversee the Tennessee Business Matchmaking program. BERO also manages a small manufacturing initiative program that provides technical assistance to small manufacturers and matches them with large manufacturers. To learn more about Tennessee Business Matchmaking, visit http://www.tnecd.gov/matchmaking.

###